



March Brackets Contest

About The Game:

This is the fan favorite "Classic Style" March Brackets game. Users test their College Basketball knowledge and try to select a perfect bracket for the NCAA Men's Basketball Division 1 Tournament. This is a hyper localized contest, unique for each media partner, as media partners can determine the scoring, tie-breakers, colors, and prizing. Everything is completely customizable.

Prizing:

Dell Sports also offers a \$10,000 prize for anyone who can pick a perfect bracket. Local media partners can also offer a prize to supplement our \$10,000 prize if they desire. While local prizes are not necessary, they certainly enhance participation levels.

How It Works:

This is a pick-in-advance style promotion, where users will predict which teams will advance in every round of the tournament in advance of tournament play. All picks must be made by the opening tip-off of the first day of games on Thursday. For any "play-in" games, users will have a selection called "play-in winner", which will serve as both play-in teams. This allows users to make their picks early and not worry about who will win the play-in game.

Groups:

This contest is "group friendly", allowing users to form their own private groups of friends, family, or co-workers so they can compete in against each other in a mini-group and also be listed in the media partner standings. Users can create both public and private groups. Public groups anyone can join, private groups are password protected and users must get the password from the group creator to join the group. Users can join as many groups as they desire.

Unique Features (subject to change):

- Quick Pick: Just like a lottery ticket, players can instantly "Quick Pick" their own bracket
- Risk Tolerance Indicator: Shows how risky a players selections are while they fill out a bracket
- Auto Complete: For the players who choose to select a winner and leave the rest to chance
- Best Results: Displays the teams you need to win and your best chance finish after Rd 2
- What-If Scenario: Allows players to instantly see the standings based on hypothetical results

Advertising Opportunities:

Dell Sports does not have any ads inside the contest. Media partners have the naming rights and numerous ads around the contest. The foundation of this game is very advertiser friendly. We have designed and laid out this promotion to produce the highest profitability for our clients and their sponsors.